

Brand Equity & Advertising: Advertising's Role In Building Strong Brands

by David A Aaker

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Biel, Brand equity & advertising : advertising's role in building strong brands 1993, English, Conference Proceedings edition: Brand equity & advertising : advertising's role in building strong brands / edited by David A. Aaker, Alexander L. Brand equity & advertising : advertising's role in building strong . 1 Apr 1993 . Brand Equity and Advertising : Advertising's Role in Building Strong Brands The Making of a Name: The Inside Story of the Brands We Buy Brand Equity & Advertising: Advertising's Role in Building Strong Brands. Front Cover. David A. Aaker, Alexander L. Biel. Psychology Press, 1993 - Psychology Brand equity & advertising : advertising's role in building strong brands Brand Equity and Advertising: Advertising's Role in Building Strong Brands on ResearchGate, the professional network for scientists. ?Brand Equity and Advertising - Buy Books Online BOOKS - Rediff.com Booya has Brand Equity and Advertising, Advertising's Role in Building Strong Brands by David A. Aaker. 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